

Substance of Proposed Rules  
Chapter 1220-4-11  
Telephone Solicitation Regulations - Do Not Call Register

Rule 1220-4-11-.01 Definitions is deleted in its entirety and amended such that the amended rule reads:

- (1) "Act" refers to T.C.A. ? 65-4-401 et seq.
- (2) "ADAD" or "automatic dialing and announcing device" means any device or system of devices which is used, whether alone or in conjunction with other equipment, for the purpose of automatically selecting or dialing telephone numbers and disseminating recorded messages to the numbers so selected or dialed.
- (3) "Affiliate" of a specific person means a person that directly, or indirectly through one (1) or more intermediaries, controls, or is controlled by, or is under common control with, the person specified.
- (4) "Authority" means the Tennessee Regulatory Authority.
- (5) "Business Telephone Subscriber" means a person or company who has subscribed to a business telephone service from a local exchange carrier.
- (6) "Caller identification service" or "caller ID" means telephone service that notifies telephone subscribers of the telephone number of incoming telephone calls.
- (7) "Coordinator" refers to the individual employed by the Authority to oversee the regulation of telephone solicitation practices, including the operations of the Do Not Call Register, delegated to the Authority by the General Assembly in T.C.A. ?? 65-4-401 and 47-18-1501.
- (8) "Database" means the information from which the Authority compiles the Do Not Call Register. The database shall be maintained by the Authority, or its designee, for the purpose of fulfilling the requirements of T.C.A. 65-4-401.
- (9) "Division" refers to the Consumer Services Division of the Tennessee Regulatory Authority.
- (10) "Do Not Call Register" means a list of telephone numbers of residential telephone subscribers who have properly enrolled with the Authority or a Federal agency, that their telephone numbers not be solicited by telephone solicitors.
- (11) "Existing customer" includes a residential telephone subscriber with whom the person or entity making a telephone solicitation has had a business relationship within the prior twelve (12) months.
- (12) "Interexchange carrier" means a company that is certificated by the Authority to provide long distance toll telephone service.
- (13) "Local exchange companies, " as used in this Chapter, includes telecommunications service providers and competing telecommunications service providers as defined in T.C.A. §65-4-101, as well as telephone cooperatives and cellular or other wireless telecommunications providers operating in Tennessee.
- (14) "Not-for-profit" means an organization that is exempt from paying taxes under Section 501(c) of the Internal Revenue Code.
- (15) "Parent" means a company owning more than fifty (50) percent of the voting shares, or otherwise a controlling interest, of another company.

- (16) “Residential Telephone Subscriber” means a person residing in Tennessee who has residential telephone service.
- (17) “Subsidiary” means a corporation more than fifty percent (50%) of whose outstanding voting shares are owned by its parent and/or the parent’s other wholly-owned subsidiaries.
- (18) “Telephone solicitor” means any natural person, firm, organization, partnership, association or corporation, or a parent, subsidiary or affiliate thereof, doing business in this state, who makes or causes to be made a telephone solicitation, including, but not limited to, calls made by use of automated dialing and announcing devices or by a live person.
- (a) “Registrant” means a telephone solicitor who has submitted an application and properly enrolled with the Authority to be provided the Do Not Call Register.
  - (b) “Principal Solicitor” means a telephone solicitor that enters into agreements with independent solicitors as defined herein for the purposes of providing telephone solicitation.
  - (c) “Independent Solicitor” means a telephone solicitor, other than an affiliate, subsidiary or employee of a Registrant, who has entered into an agreement with one and only one principal solicitor, as defined herein, to perform telephone solicitation under the indirect supervision of the principal solicitor.
- (19) “Telephone solicitation” means any voice communication over a telephone, originating from Tennessee or elsewhere, for the purposes of encouraging the purchase or rental of, or investment in, property, goods, or services or the obtainment of any charitable contribution except as provided for below. “For the purposes of encouraging” includes any call made with the intent that the call will ultimately result in the purchase or rental of, or investment in, property, goods, or services or the obtainment of a charitable contribution. Such calls include, but are not limited to: calls to set appointments, interviews or consultations; to conduct a survey; or to offer a give-away. Telephone solicitation does not include:
- (a) any voice communication to any residential telephone subscriber with that subscriber's prior express invitation or permission;
    - 1. An offer to sell or rent a discrete piece of real or personal property does not constitute an express invitation or permission except for the sole purpose of purchasing or renting the property or unless (2) below applies;
    - 2. The use of a residential telephone line for the purpose of operating a business constitutes an express invitation or permission for the purposes of these rules;
  - (b) any voice communication to a residential telephone subscriber if such communication is made on behalf of a not-for-profit organization exempt from paying taxes under the Internal Revenue Code § 501(c), provided that a bona fide member of the exempt organization makes such voice communication;
  - (c) any voice communication to any residential telephone subscriber who is an existing customer; or
  - (d) occasional and isolated voice communications to a residential telephone subscriber provided all the following conditions are met:
    - 1. A direct employee of the business makes the voice communication;
    - 2. The communication is not made as part of a telecommunications marketing plan;
    - 3. The business has a reasonable belief that the specific person who is receiving the voice communication is considering purchasing the service or product sold or leased by the business and the call is specifically directed to such person;
    - 4. The business does not sell or engage in telephone solicitations; and
    - 5. The business does not make more than three (3) such voice communications in any one (1) calendar week.

Authority: T.C.A. §§ 65-2-102, 65-4-405, 4-5-201 et seq., and 48-11-201.

Rule 1220-4-11-.02 General Telephone Solicitation Regulations is deleted in its entirety and amended such that the amended rule reads:

- (1) No telephone solicitor shall place a telephone call to a residential telephone subscriber at any time other than between the hours of 8:00 a.m. to 9:00 p.m. (local time at the called party's location) without the residential telephone subscriber's prior express invitation or permission.
- (2) All telephone solicitors must institute procedures for maintaining a list of persons who do not wish to receive telephone solicitations made by or on behalf of telephone solicitors in compliance with this Chapter.
- (3) All telephone solicitations to residential telephone subscribers shall, at the beginning of such call, state clearly the identity of the person initiating the call and entity or organization such person represents, and shall further meet the following requirements:
  - (a) Within the first twenty-five (25) seconds of the call and at the conclusion of the call, ADAD messages must clearly state the name and telephone number of the person or organization initiating the call. The telephone number given must be one that will be answered when telephone solicitations are being made. The person answering the telephone must be willing and able to provide information concerning the automated call.
  - (b) Live telephone solicitors must provide a telephone number that will be answered when telephone solicitations are being made. The person answering the telephone must be willing and able to provide information concerning the solicitation call.
- (4) Telephone solicitors are prohibited from knowingly using telephone equipment or telecommunications network elements to block or otherwise interfere with the caller ID function on the telephone of a residential telephone subscriber to whom a telephone solicitation is made so that the telephone number of the caller is not displayed on the telephone equipment of the called party.
- (5) Local exchange companies and interexchange carriers are prohibited from knowingly providing any network element or service to telephone solicitors that is used to unlawfully block or otherwise interfere with, on a per line basis, the display of the telephone solicitor's name and telephone number on the residential subscriber's caller ID equipment. If a local exchange company or interexchange carrier has knowledge that a telephone solicitor is in violation of subsection (4) of this rule, such company or carrier shall inform the Authority of such violation.
- (6) After notice and hearing, and upon finding that a telephone solicitor is in violation of this Chapter, the Authority may issue an order prohibiting local exchange companies and/or interexchange carriers from providing telecommunications service to such telephone solicitor.
- (7) Violations of this Chapter can result in civil actions prescribed by law, which include fines payable to the Authority.
- (8) Telephone solicitors must adhere to state and federal statutes regarding telephone solicitation practices, including, but not limited to, the Tennessee Consumer Protection Act.
- (9) After receipt of a complaint forwarded by the Authority, telephone solicitors shall, within ten (10) business days, file a written response with the Authority.

Authority: T.C.A. §§ 65-2-102, 65-4-405, and 4-5-201 et seq.

Rule 1220-4-11-.04 Telephone Solicitors Access to the Tennessee Do Not Call Register is deleted in its entirety and amended such that the amended rule reads:

- (1) It is the duty of any telephone solicitor engaging in the solicitation of Tennessee residential telephone subscribers to register with the Authority. Telephone solicitors shall submit an application in writing to the Authority. The application must contain, but shall not be limited to, the telephone solicitor's name, including aliases, trade names, and assumed names, address, telephone number and name of the agent for service of process along with a notarized statement from an officer of the company affirming the company will comply with the provisions of this Chapter.
- (2) A principal solicitor is permitted to share its copy of the Do Not Call Register with its independent solicitors under the following conditions:
  - (a) The principal solicitor submits in its application all the necessary information as required by the Division regarding its independent solicitors, including, but not limited to, verification that the independent solicitor will comply with the regulations of this Chapter;
  - (b) The principal solicitor and independent solicitor will be joint and severally liable for any violations of these Rules or T.C.A. § 65-4-402 et seq.;
  - (c) The principal solicitor assumes the responsibility of providing to each of its independent solicitors the most recent version of the Do Not Call Register; and
  - (d) The principal solicitor provides notice of the Do Not Call Register to each of its independent solicitors. The principal solicitor shall be able to produce its notice and proof of receipt of the notice by the independent solicitor upon request by the Authority. Such notice shall contain:
    1. A statement that any independent solicitor who chooses not to register under the principal solicitor's group registration must register as provided for in Rule 1220-4-11-.04(4)(c);
    2. The most recent text of Chapter 1220-4-11 Telephone Solicitation Regulations - Do Not Call Register; and
    3. The most recent text of T.C.A. title 65, chapter 4, part 4, as amended.
- (3) Access to the following information will be provided to approved telephone solicitors:
  - (a) The Do Not Call Register of telephone numbers of Tennessee residential telephone subscribers who have elected not to receive telephone solicitations.
  - (b) The Do Not Call Register shall be provided, with unlimited access, via the Internet or other electronic means to telephone solicitors. It is the duty of telephone solicitors to ensure they have the most recent version of the Do Not Call Register prior to soliciting residential telephone subscribers.
  - (c) Paper copies of the Do Not Call Register will be available to telephone solicitors at the current per page rate as set by the Tennessee secretary of state pursuant to T.C.A. §65-1-212.
- (4) Telephone solicitors doing business in the state and subject to the control and jurisdiction of this Chapter shall pay to the Authority, on or before May 1<sup>st</sup> of each year, an annual registration fee, which allows for unlimited electronic access to the Do Not Call Register. Such registration fee shall cover the time period from the following July 1<sup>st</sup> through June 30<sup>th</sup> or any part thereof.
  - (a) Telephone solicitors shall pay a registration fee of \$500.00.
  - (b) Telephone solicitors who elect to register as a principal solicitor shall pay a group registration fee of \$1000.00 and an additional \$50.00 registration fee for each independent solicitor.
  - (c) Independent solicitors who elect not to register under a principal solicitor's group registration shall pay a registration fee of \$500.00.

Authority: T.C.A. ? § 65-2-102, 65-4-405, and 4-5-201 et seq.

Rule 1220-4-11-.07 Violation of the Tennessee Do Not Call Register is deleted in its entirety and amended such that the amended rule reads:

- (1) It is a violation of T.C.A. 65-4-401 et seq. and this Chapter for a telephone solicitor to knowingly make or cause to be made any telephone solicitation to any telephone number that is listed in a Do Not Call Register that was in effect sixty (60) days prior to the time of the telephone solicitation.
- (2) A principal solicitor is joint and severally liable for violations of this Chapter by its independent solicitors. Except, a principal solicitor shall not be joint and severally liable for an independent solicitor's violations of this Chapter if:
  - (a) The principal solicitor provided the requisite notice to the independent solicitor pursuant to Rule 1220-4-.11-.04(2)(d) and
  - (b) The independent solicitor is not registered with the Authority or is registered pursuant to Rule 1220-4-11-.04(4)(c)
- (3) Violators of this Chapter are subject to a civil penalty, payable to the Authority, of an amount not to exceed Two-Thousand Dollars (\$2000) for each violation. In addition, the Authority may seek additional relief in any court of competent jurisdiction.
- (4) It shall be a defense in any proceeding brought under this Chapter that the defendant has established and implemented, with due care, reasonable practices and procedures to effectively prevent telephone solicitations in violation of this Chapter.
- (5) Violations shall be calculated in a liberal manner in order to protect the public interest and deter similar violations.

Authority: T.C.A. ? § 65-2-102, 65-4-405, and 4-5-201 et seq.